

Fair Trade Vancouver works to advance equality, social justice, and environmental sustainability by promoting a system that respects producers and artisans around the world

EXECUTIVE DIRECTOR

- The primary spokesperson for the organization
- To manage and coordinate strategic activities

Sean McHugh

BOARD OF DIRECTORS

• To represent, steer & govern the society

President	Vice-President	Secretary	Treasurer	Director(s)
<ul style="list-style-type: none"> • To preside at all meetings & supervise over other officer 	<ul style="list-style-type: none"> • To carry out the duties of the president in the president's absence 	<ul style="list-style-type: none"> • To conduct the correspondence of the society 	<ul style="list-style-type: none"> • To keep the financial records in compliance with the Society Act 	<ul style="list-style-type: none"> • To be an ambassador of the society & oversee its success
Avery Goldfield	Sasha Caldera	Jessie Royce	Kelli Erickson	Eileen Knowles

STEERING COMMITTEE

Lorna Young
Executive, TechWorks

Ethical Purchasing, Metro Vancouver

Non Profit Management, VCF

Ivory Smith

CSR/Accounting, Deloitte

Prof. Political Science, SFU

Bark Agency

Marketing/Consultant, MindField Group

City Councillor, City of Vancouver

- To contribute strategic guidance to FTV's long-term planning
- To support FTV's Board of Directors in achieving the society's mission and goals
- To support FTV's long-term sustainability
- To act as the steering group created for continued commitment (i.e. Goal #5 of FT Towns Campaign)

OPERATIONS

COMMUNICATIONS

Web Development

- To maintain website

Melanie

Social Media

- To oversee FTV social media platforms

Eileen Knowles

Newsletter

- To update & distribute monthly newsletter

Eileen Knowles

PR/Media Photography

- To inform the public through photos & media coverage

Erica Craig

Design & Marketing

- To create creative material

Jessie Royce

EXTERNAL CAPACITY

Grocery & Food Service

- To liaise with contacts, collect FT data & lead audits

Grace Boudreau

Public Outreach

- To plan & organize FT initiatives of events

Grace Boudreau

National Coordination

- To lead Canada-wide FT initiative through EWB partnership

Neil Allen

Partner Relations

- To liaise with FTV partners

Avery Goldfield

Volunteer Coordination

- To recruit & train volunteers, and assign specific roles

Natasha Pivan

Fundraising & Finance

- To maintain financial records & generate income

Kelli Erickson

Member Development

- To sign-up members & keep them informed

Sarah Robinson

Admin & Legal

- To develop & manage policies

Sasha Caldera

IT

- To oversee data management needs & technical repairs

Sasha Caldera

Research & Capacity

- To update & maintain FT knowledge of the organization

Melanie Perrowitz

PARTNERS

Africa Canada Accountability Coalition
Amnesty International
BC Council for International Cooperation
Canadian Business for Social Responsibility
Canadian Crossroads International
CoDevelopment Canada
Ethical Deal
Engineers Without Borders
Free the Children
Global Agents
Kairos

KidSport
Lalicoover
Ofam Canada
Projecting Change
Run to End Poverty
Sawa World

VENDORS

African Fair Trade Society
Agro Cafe
AlterEco
Aryama
Arte Filam
Bean North
Cafe Classics
Cafe Elco / Co Dev
Cafe Justice / BC CASA
Casimiro
Century

Chai Company
Doi Chaeng
Discovery Organics
Divine Chocolate
East Company
Eksam
Eco Fair
Ethical Bean
Fair Wear
Fair Trade Brokers
Fair Trade Jewelry Co.

Fair Trade Winds
Fair Vodka
Firefish
Flourish
Lyndhurst Naturals
Freedom Enterprises
Green things
Green and Blacks
HW Folklore
Hume Aboller - FT Gold
Jabu Bags

Jolice
Kicking Horse
La Mano
Latin Organics
Level Ground
Little Traveler
Meaningful Volunteer
Mukies Art
Nanasthe
Nosilla Organics
OneBean

Oughtred
Salt Spring Coffee
See Vito / Costa Rica
Shanti Uganda
Social Conscious Balls
Nu-Tee (Toga Tea)
Ten Thousand Villages
Thread of Hope
Vestu Chai
Zazubean

FAIR TRADE ORGANIZATIONS & CERTIFIERS

Fairtrade Canada is the leading third-party certifier in Canada. It verifies industry compliance with Fair Trade criteria.

Fair Trade Labeling Organization (FLO) is the International Fair Trade certifier.

International Movement for Organic Food & Agriculture (IFOAM) is a third-party certifier for socially responsible projects and Fair Trade in agricultural & non-agricultural production, manufacturing and trading operations.

World Fair Trade Organization (WFTO) represents organizations worldwide that demonstrate 100% Fair Trade commitment & apply its 10 principles.

Fair Trade Federation (FTF) promotes North American organizations that are fully committed to Fair Trade.

Fair Trade Vancouver | Operational Level Tasks and Responsibilities

Communications		External Capacity		Internal Capacity	
Focus	Tasks	Focus	Tasks	Focus	Tasks
Web Development	To develop and maintain the FTV website: content, media, events, etc.	Public Outreach	To seek out, schedule, plan and execute events. To maintain Meetup. To connect with the Public relations team for writing of media pieces	Fundraising and finance	To maintain the financial requirements of the society; complete check req's, file taxes and provide quarterly financial statements. To seek out and lead fundraising initiatives.
Social Media	To develop and oversee FTV's social media platforms: Facebook, Twitter, Google Plus, YouTube, and Flickr.	Volunteer Coordination	To create, prepare and maintain the necessary materials to educate new volunteers; talking points, FAQ's volunteer requirements and checklists. To coordinate volunteers for all FTV events. To maintain Salesforce volunteer account	Member development	To manage the FTV Salesforce database; To liaise with volunteer coordinator and newsletter developer to maintain contact lists. To maintain Salesforce member account. To develop and maintain FTV members, and appropriate systems for intake; mentorship and retention. To develop and main FTV's raffle program: seek out prizes, plan raffle and deliver prizes
Public Relations & Media	To liaise with media firms; to write press releases and advisory's for story's and FTV events that are media worthy. To maintain contact with media outlets and maintain contact lists.	Grocery, food service and work place engagement	To liaise with grocery stores and coffee shops; to provide materials when requested. To conduct an annual audit program of metro Vancouver. To build and maintain the Fair Trade finder. To inform the web developer with where to buy updates. To provide supply chain/availability data to design team for creation of materials	Policy Development	To set external contact guidelines; provide templates and responses. To develop and maintain organizational policies: endorsement strategies, ethical procurement, zero waste, paper sourcing etc. To maintain bylaws and legal requirements of the society.
Design and Marketing	To set and maintain FTV's Graphic Standards. To develop and fulfill design needs for FTV. To liaise with printers for completion of all FTV materials	National Coordination	To coordinate and develop national relationships; to liaise with other city groups and those engaged in national level programming. To work to promote and assist with Fair Trade towns and Fair Trade campuses	Information technology	To develop and maintain FTV's IT needs. To liaise with the grocery department on grocery database, member/volunteer and newsletter leads on the personal database (Salesforce) and lastly with the web developer on all web needs
Newsletter	To acquire content and write monthly newsletter: send first Friday of each month. To maintain Salesforce newsletter account	Partner Relations	To liaise and develop relationships with NGO's, Unions, Faith Groups, school boards, student groups, the certifying bodies and the Fair Trade vendors. To build and maintain partnerships and relationships with key players in all sectors.	Research and Capacity building	To research and write on Fair Trade related issues, events and changes: to inform the FTV team and public relations team about all news. To work with the finance department to seek out and develop financial resources; grants, proposals, revenue shares etc.

